

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Confirmation No.: 9889

James M. Barton

Group Art Unit No.: 2623

Serial No.: 09/740,618

Examiner: Sheleheda, James R.

Filed: December 18, 2000

Customer No.: 29989

For: METHOD FOR ENHANCING DIGITAL VIDEO RECORDER TELEVISION  
ADVERTISING VIEWERSHIP

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE PURSUANT TO 37 C.F.R. § 1.111**

Sir:

This is in response to the Office Action mailed November 5, 2007, the shortened statutory period for which runs until February 5, 2008.

There are no amendments to the specification and claims. Remarks are presented on separate sheets below.

**Remarks are on pages 2-9.**